



NEW MEXICO VETERANS BUSINESS OUTREACH CENTER



Secretary of Veterans Services

Director

Veteran Business Advisor

COL Timothy Hale

Col Joseph Long

MAJ Gary Peterson

Veterans Business Outreach Center (VBOC)

**“A Federal Program funded through a grant from the
Small Business Administration.”**

Five year, \$150,000 per year grant expires 19 April 2015

Goal for the Legislature:

**To understand the mission and
accomplishments of VBOC and see the value
of continuing this program, even if the federal
funding should end**

THE NEW MEXICO VBOC VISION

“Every veteran in our region will be made aware of the resources available to those who desire to create or expand Veteran-Owned Businesses”

THE NEW MEXICO VBOC MISSION

“To assist veterans in achieving their entrepreneurial goals”

ONGOING **VBOC RESPONSIBILITIES**

“Boots to Business”

**Helping those who are leaving the military
prepare for entrepreneurship**

Quarterly Seminars at...

Kirtland Air Force Base

Cannon Air Force Base

Holloman Air Force Base

On-Call at

White Sands Missile Range

Occasional assistance, as assigned, in CO

ONGOING **VBOC RESPONSIBILITIES**

Outreach

During Grant Year 3 (FY13)

One-on-one counseling sessions	248
Event tables and booths	13
Presentations	17

Some Examples of VBOC-Influenced Businesses:

	<u>Employees</u>
SDV Construction	Albuquerque 29
Silent Hawk Environmental	Gallup 5
James Lout Photography	Tucumcari 1
Bill Killz Pest Control	Albuquerque 1
Outlaw Detailing	Albuquerque 2
Greetings Etc.	Albuquerque 15
High Desert Gunworks	Carlsbad 1
Cyber Spectra of NM	Espanola 2
Caprock Fire Extinguisher	Tucumcari 2
Jim Cutropia Consulting	Santa Fe 1
Lanaden LLC	Albuquerque 1
Fort Selden Armory	Radium Springs 1

“VBOC on the Road”

**Taking our services to veterans
throughout New Mexico, partnering
with...**

- **Local Chambers of Commerce**
- **Local Economic Development Leadership**
- **Wells Fargo**

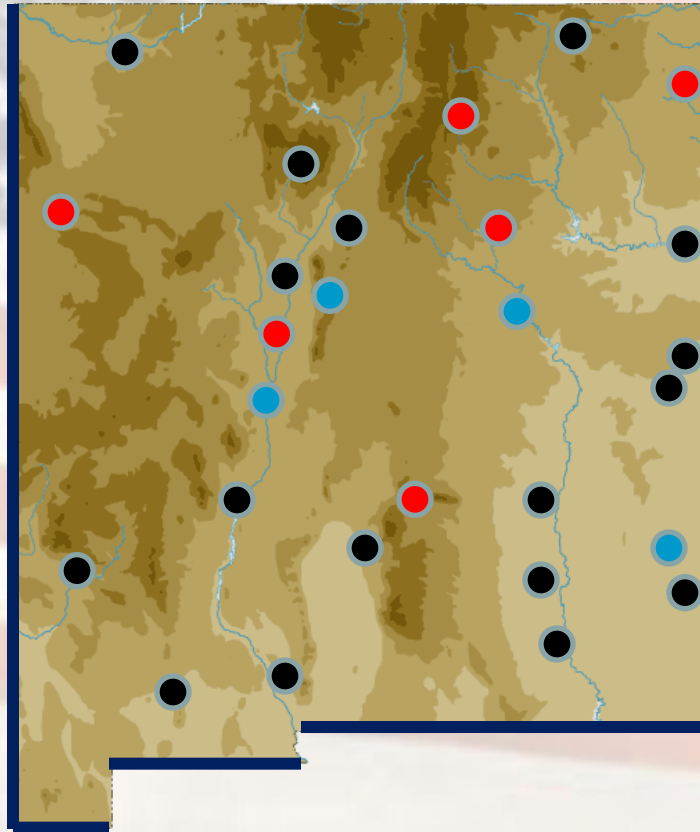
“VBOC on the Road” Target Municipalities

● **Completed**

● **Planned**

● **Future**

Alamogordo
Artesia
Carlsbad
Clayton
Clovis
Deming
Edgewood
Farmington
Gallup
Hobbs
Las Cruces
Los Lunas
Las Vegas
Los Alamos



Lovington
Portales
Raton
Rio Rancho
Roswell
Ruidoso
Santa Fe
Santa Rosa
Silver City
Socorro
Taos
T or C
Tucumcari

Typical Program

**Breakfast and Program
7:30-9:00**

**One-on-one Counseling
9:00-11:00**

“VBOC on the Road”

Report Card

July 10, 2012 – September 3, 2013

Events Conducted to date..... 17

Total Attendees..... 538

Total individual VBOC counseling sessions..... 82

The background of the slide is a faded American flag, with the stars and stripes visible. The text is overlaid on this background.

VBOC...Helping Veterans become Winners at Starting a Business

**“What we are looking for here is a
walk-off home run.”**



1st Base
Check in with VBOC

CHECK IN WITH VBOC

We'll help you...

- Determine whether your idea is feasible
- Prepare yourself to be a business person
- Learn advantages you have as a veteran
(including free legal assistance through UNM)
- Identify the next steps to be taken

An aerial photograph of a baseball field at night, illuminated by stadium lights. The field is green with brown dirt base paths. A pitcher is on the mound, and a batter is at home plate. Several players are visible on the field. The stands are filled with spectators. Text is overlaid on the image: '2nd Base' in yellow, 'The Business Plan' in white, '1st Base' in yellow, and 'Check in with VBOC' in yellow.

2nd Base The Business Plan

1st Base
Check in with VBOC

Keep in mind...

**POOR PLANNING
IS A PLAN TO
FAIL**

CREATE A BUSINESS PLAN

Determine...

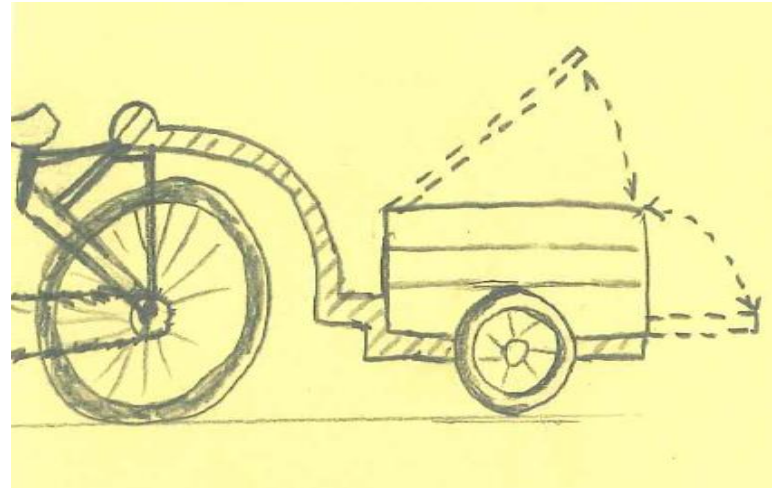
- **What kind of business structure will work best for you**
- **How best to describe the product or service you want to offer**
- **Who your competition is, and how effective it is**
- **Where to locate your business**

CREATE A BUSINESS PLAN (Cont'd)

- **Operational and Management Plans**
- **A Financial Plan**
 - **Start-up Expenses**
 - **Operating Expenses**
- **Whether you will need a loan. If yes...**
 - **Assess your credit rating**
 - **Identify available lenders**
 - **Consider a Patriot Express loan**
- **How you will Market your product or service**
- **...and more**

Adam's Great Idea!

TRAILERS for BICYCLES



A business built on

“SEEMS LIKE”

- **SEEMS LIKE** a great idea!
- **SEEMS LIKE** I should make a lot of money!

AN IDEA THAT DID NOT WORK

Feasibility Assessment:

“Seems like I should be able to sell them for a good bit more than I spend to make them.”

Business Plan:

“Make ‘em and sell ‘em”

Market Analysis:

“Show it around...Everybody’s gonna want one!”

Financial Plan:

Substantial out of pocket investment for equipment and materials

A faded American flag with stars and stripes, serving as a background for the text.

**“Hope is not a
strategy.”**

An aerial photograph of a baseball field at night, illuminated by stadium lights. The field is green with brown dirt base paths and bases. Several players in white uniforms are visible on the field. The image is framed by a thick yellow border. Overlaid on the image are three text blocks in yellow and white, each with a different metaphorical meaning related to business strategy.

2nd Base
The Business Plan

3rd Base
Get With It!

1st Base
Check in with VBOC

FORWARD, MARCH!

Put your plan into action

- **Determine to have a Winning Outlook**
 - **“I will offer a quality product or service at a reasonable price”**
 - **“I will keep a positive attitude”**
 - **“A smile and friendly greeting cost nothing; my business will offer both”**
 - **“I’ll not spend more than I take in”**

• **Registrations**

- **Legal structure**
- **Obtain your Tax ID (FEIN)**
- **Tax and Rev for CRS #**
- **Business License**
- **Public Regulation Commission (PRC)**
- **Employees?**
- **Contracts? NM TRD/SAM/VA**

• **Business Bank Accounts and Insurance**

• **Start Pursuing Business**

- **Commercial/Private/Franchise/International**
- **Government Contracts**

Government Contracts

- **Federal**

- **~23% of US Government Contracts go to Small Business**

- ✓ [HUB Zones](#)
 - ✓ **Service-Disabled Veteran-Owned**
 - ✓ **Woman Owned**
 - ✓ **Veterans**
 - ✓ **Socio & Economically Disadvantaged**

- **Veterans Administration**

- **NM (State-City-County)**

- **Up to 10% NM Veteran Advantage**

Some partners in the local area:

- **The community's Economic Development leaders**
- **SBDC**
- **PTAP**
- **Veteran Services Officer**
- **Others**

A high-angle, night-time photograph of a baseball field. The field is illuminated by stadium lights, with the green grass and brown dirt bases clearly visible. Several players in white uniforms are positioned on the field. Overlaid on the image are several text elements in yellow and white. At the top, a large white title reads 'Touch All the Bases and Celebrate...'. Below this, three yellow text blocks are positioned around the infield: '2nd Base The Business Plan' in the center, '3rd Base Get With It!' on the left, and '1st Base Check in with VBOC' on the right. At the bottom, a large white title reads 'A SUCCESSFUL VETERAN-OWNED BUSINESS!!!'.

Touch All the Bases and Celebrate...

2nd Base

The Business Plan

1st Base

Check in with VBOC

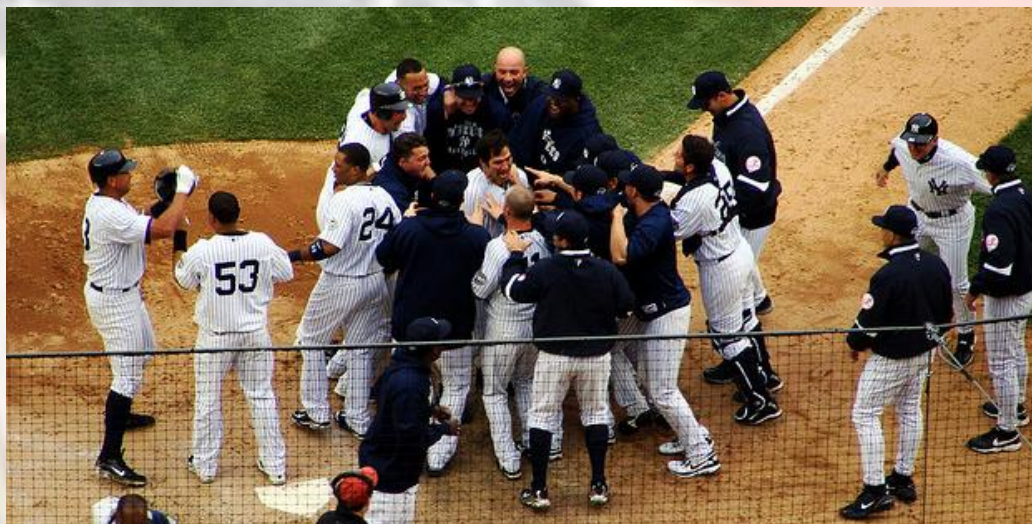
3rd Base

Get With It!

A SUCCESSFUL VETERAN-OWNED BUSINESS!!!

Recap

1. Let VBOC Help
2. Plan Carefully and Realistically
3. Take Action
4. Enjoy the Fruits of Your Hard Work



Yankee
Johnny
Damon with a
Walk-off
homer against
the Twins

**The Celebration at Home...a Better Life for Yourself
and Your Family**

Lessons Learned:

The story is told of...

**Goose Goslin and the 1924
World Series between the
New York Giants
and the
Washington Senators**

A large, slightly blurred image of the United States flag waving in the wind, filling the background of the slide.

Thank You